

## Walters, Vivian (SPEE)

---

**From:** Walters, Vivian (SPEE)  
**Sent:** Wednesday, March 21, 2012 4:47 PM  
**To:** Mangos, Chris (Aviation); Saks, Ana Maria (Aviation)  
**Cc:** Johnson, Laurie (SPEE); Collins, Milton (Aviation); Corrales, Caridad (Aviation)  
**Subject:** RE: MDAD-12-01 - Economic Impact Study

SBD has completed its analysis of the subject project for SBE measures. Based on the insufficient availability, due to the ("**...five years minimum experience...**") requirements, a "Set-aside" could not be established. However, because these minimum requirements are not applicable to sub-consultants (as confirmed by MDAD),  
a **20% SBE goal** is being recommended by SBD.

Please respond at your earliest convenience as to your **concurrence** or **dissent** with this recommendation. Once a response is received, the final worksheet will be forwarded for the director's signature, which will then be forwarded to MDAD.

Advise as to any "**errors, omissions, and/or misunderstandings**".

Regards,

**Vivian O. Walters, Jr.**

Contract Development Specialist II  
Sustainability, Planning & Economic Enhancement Dept. (SPEED)  
Small Business Development Division  
111 NW 1st Street #19 Floor  
Miami, FL 33128  
[walterv@miamidade.gov](mailto:walterv@miamidade.gov)  
☎ Office (305) 375-3138 | ☎ Fax (305) 375-3160  
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---

**From:** Walters, Vivian (SPEE)  
**Sent:** Tuesday, March 20, 2012 2:30 PM  
**To:** Mangos, Chris (Aviation)  
**Cc:** Johnson, Laurie (SPEE); Collins, Milton (Aviation); Corrales, Caridad (Aviation)  
**Subject:** MDAD-12-01 - Economic Impact Study

Mr. Mangos,

SBD is currently conducting the analysis on the subject project. As a follow-up to our earlier conversation, this is to confirm

that the “**five (5) years minimum experience in conducting airport and seaport economic studies**” is required of the “**proposer**” and not the entire team (namely the sub-consultants).

Thanks for your time and consideration. Please advise as to any “**errors, omissions, and/or misunderstanding**”.

Regards,

**Vivian O. Walters, Jr.**

Contract Development Specialist II  
Sustainability, Planning & Economic Enhancement Dept. (SPEED)  
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## Walters, Vivian (SPEE)

---

**From:** Walters, Vivian (SPEE)  
**Sent:** Monday, March 19, 2012 12:55 PM  
**To:** 'lisidore@hotmail.com'; 'jam@mesaconsultinggroup.com'; 'isabelgj@peg.us.com'; 'Kathy Gonot'; 'mlasaga@stratinfo.com'; 'aliciadiaz@prodigy.net'  
**Cc:** Johnson, Laurie (SPEE)  
**Subject:** Economic Impact Study  
**Attachments:** RFQ No. MDAD-12-01.pdf

Find attached the **"Scopes of Work"** and **"Requirements"** for an upcoming contract; please review to determine if you would be able to satisfy the requirements.

Also attached is a **"Verification of Availability"**, to determine an appropriate SBE measure.

Please pay "CLOSE" attention to the various sections and the **"SPECIAL"** requirements for each and confirm your **ability** and **availability** to satisfy **"ALL"** sections/scopes.

Are you able to satisfy the requirements of the attached documents? YES ☐ NO ☐

Any questions, feel free to contact me at the number below.

Regards,

**Vivian O. Walters, Jr.**

Contract Development Specialist II  
Sustainability, Planning & Economic Enhancement Dept. (SPEED)  
Small Business Development Division  
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March 19, 2012

To: SBE Firms (certified in **96129**)

Re: Economic Impact Studies

Project No.: RFQ No. MDAD-12-01

The above-referenced project is being considered for competition solely among Small Business Enterprise (SBE) firms. If you are interested in participating as a **SBE Prime Consultant** to perform work in connection with this project, **please complete and return the attached Verification of Availability form and provide examples of work your firm has completed (required) on similar projects as outlined in the attached project description, by 2:00pm, Wednesday March 21, 2012.**

Please review the attached project description and requirements. These specifications are being reviewed and are subject to change.

The Verification of Availability form and required examples of previous work may be sent via facsimile transmission (305) 375-3160 or email to [walterv@miamidade.gov](mailto:walterv@miamidade.gov). If you have any questions, please contact me at (305) 375-3138.

Sincerely,

A handwritten signature in black ink, appearing to read "Vivian O. Walters, Jr." with a stylized flourish at the end.

Vivian O. Walters, Jr.,  
Contract Development Specialist 2  
Business and Professional Development Division

Attachments

## VERIFICATION OF AVAILABILITY

SMALL BUSINESS DEVELOPMENT  
SMALL BUSINESS ENTERPRISE PROGRAM  
111 N.W. 1<sup>ST</sup> STREET, 19<sup>TH</sup> FLOOR  
MIAMI, FLORIDA 33128

PROGRAM COORDINATOR: MR. VIVIAN WALTERS, JR.

I am herewith submitting this letter of verification of availability and capability to propose at such time as this project is advertised. (NOTE: Please provide all the information requested; incomplete and/or incorrect verifications are not acceptable or usable.)

CONTRACT TITLE AND NUMBER: Economic Impact Studies

RFQ NO. MDAD-12-01

CONTRACT ESTIMATED AMOUNT: \$163,000.00

NAME OF SMALL BUSINESS ENTERPRISE \_\_\_\_\_ Certification Expires: \_\_\_\_\_  
DATE \_\_\_\_\_

ADDRESS	CITY	ZIP CODE
---------	------	----------

Telephone: \_\_\_\_\_ Bonding Capacity: N/A

PRINT NAME AND TITLE

SIGNATURE OF COMPANY REPRESENTATIVE	DATE
-------------------------------------	------

**DESCRIPTION OF PROJECT**

**Project Title:** Economic Impact Studies

**Project Number:** RFQ NO. MDAD-12-01

**Department:** Seaport & MDAD

**Estimated Cost:** \$163,000.00

**Commodity Code:**

96129 – Economic Impact Study

**Overall Project Description**

**SEE ATTACHED MEMO** (With requirements)

**Do you have prior experience satisfying the requirements of the MLA Component?**

Yes \_\_\_\_\_ No \_\_\_\_\_

**Do you have prior experience satisfying the requirements of the Seaport Component?**

Yes \_\_\_\_\_ No \_\_\_\_\_

***SBE firms are required to provide the project names, dollar values, and contact names of the projects worked on (satisfying the above stated requirements).***

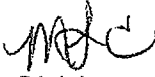
**\*This information is REQUIRED along with the signed Verification Form**

# Memorandum



**Date:** March 16, 2012

**To:** Mario Goderich, Deputy Director  
Sustainability, Planning & Economic Enhancement Department (SPEED)

**From:** Milton L. Collins, Associate Director   
Miami-Dade Aviation, Minority Affairs Division

**Subject:** Economic Impact Study  
RFQ No. MDAD-12-01  
Revised Recommendation

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## **REVISED RECOMMENDATION:**

The User Department has advised that the Commodity Code to be utilized will be 96129-Economic Impact Study. Attached is the revised MDAD's Contract Measures and Analysis Worksheet. The Scope and the Estimated Contract Amount remain the same.

This is a request for the Small Business Development (SBD) Division to approve the attached Small Business Enterprise Program (SBE) Contract Measure in order for the Department to proceed with the Request for Qualifications (RFQ) advertising for **Economic Impact Study, RFQ No. MDAD-12-01**. The Aviation passenger and cargo activities create a significant economic impact throughout the Greater Miami area, the State of Florida, and the southeastern US region. The purpose of this study is to quantify the economic contribution of Miami International Airport, Seaport and the General Aviation Airports (GAA) on the local and regional economies. The Miami-Dade Aviation Department invites proposals from qualified persons or qualified firms interested in providing Consultant Services for the Economic Impact Study of the Miami-Dade Aviation, Seaport and the General Aviation Airports. The Proposer should have a minimum of five (5) years experience in conducting airport and seaport economic impact studies. The proposal should supply information concerning the qualifications and experience of the proposing firm, the Subconsultants, and the proposed project team for this study. The firm would need to indicate their recent experience in the development and implementation of airport economic impact studies. Provide a list of specific examples of appropriate experience in any relevant past or on-going projects. Describe each project in detail, including the name of the client, the completion date and location of the project, and a contact name and phone number for the client. The same information should be provided for all Subconsultants proposed for the project.

The term of the Agreement shall be for three (3) years from the date of execution by all parties and shall begin upon execution by the parties and shall be in effect until all services are completed or until those Service Orders in force at the end of the stated period of time have been completed and the services accepted whichever may be the later. The County shall have no obligation to issue any Service Order(s). The total amount authorized for services and reimbursable expenses is not to exceed Eighty Five Thousand dollars (\$85,000.00) for MIA and Seventy Eight Thousand dollars \$78,000.00 for the Seaport unless otherwise adjusted by the County for an estimated contract amount of **\$163,000.00**.

The Minority Affairs Division staff has evaluated the subject project and recommends a **15% SBE Goal** as the Contract Measure. Attached are the Revised MDAD's Contract Measure Analysis Worksheet and the Anticipated Services Breakdown worksheets and other supporting documents.

**BACKGROUND MIA:**

The study will estimate the 2011 economic impact for the passenger and cargo activities at Miami International Airport on the Greater Miami, State of Florida and Southeast regional economies as it relates to jobs, employee earnings, business revenue, state and local taxes, and federal airport-specific taxes.

The study should be designated to facilitate two (2) updates of the economic impact by the consultant, for the years 2012 and 2013. Each update should reflect changes associated with capital construction and expansion projects at MIA, passenger and cargo traffic, domestic versus international passengers, aircraft mix and travel purpose.

The study will also determine the direct jobs and earnings impacts within various employment sectors such as cargo airlines, freight forwarders, passenger airlines, concessions, parking, Miami-Dade Aviation Department, fixed base operators, federal government, catering, limousines, shuttle vans, taxis, rental cars, construction and consulting.

The study will further determine the economic contribution of Miami International Airport on the visitor industry expressed in terms of jobs, earnings and revenue. Such impacts will be further categorized by visitor industry sectors including hotel, restaurants, entertainment, retail and ground transportation (taxis, limousines, buses, trains, etc).

The study will determine economic contributions of MIA on the air cargo/international trade industry expressed in terms of jobs, earnings, and revenues. Such impacts will be further categorized by the air cargo/international trade sectors including cargo airlines, cargo handling companies, IAC's (Indirect Air Carriers), freight forwarders and agents, customs brokers, air freight trucking services, federal inspection and regulatory agencies, and the on/off airport warehouse areas.

The study will determine economic contribution of MIA and overall impact on the cruise industry. Final study will include formula for calculations and whole numbers to quantify total cruise traffic originating/terminating at MIA; domestic component of this whole number; international component of this whole number. Further breakdown of MIA's cruise passengers will provide percentage bound for the Seaport and Port Everglades.

Separately, the study will estimate the economic contribution for each of the General Aviation Airports (Kendall-Tamiami Executive Airport; Homestead General Airport; Opa-Locka Airport; and the Training and the Transition Airport in Collier County) to the jurisdictions in which they are located as well as the Greater Miami area.

The study will also estimate the combined economic impact of all airports (Miami International Airport; Kendall-Tamiami Executive Airport; Homestead General Airport; Opa-Locka Airport; and the Training and Transition Airport in Collier County) operated within the Miami-Dade County airport system.

Finally, the consultant will produce upon request from the Miami-Dade Aviation Department, the estimated economic impact on the Greater Miami area, of the twelve (assume four during each of the years 2012, 2013 and 2014 proposed air routes from Miami to select destinations.



**BACKGROUND SEAPORT:**

The purpose of this study is to quantify the economic contributions of the Seaport to the local and regional economies. The study will determine the Fiscal Year 2011 economic impact for passenger and cargo activities at the Seaport to Greater Miami, State of Florida and Southeast Regional economies as it relates to jobs, employee earnings, business revenue and local and state taxes.

Economic impacts associated with cargo vessel activity include, but are not limited to: lines/agents, shippers/consignees, pilots, stevedores, ILA, tug & barge operators, bunkering, transportation, truckers, freight forwards, warehousing and financial sectors.

Economic impacts associated with the Seaport's cruise activity include, but are not limited to: cruise line operations, ship provisioning, pilots, stevedores, passenger and crew spending and ground transportation.

The study will further determine the economic contributions of the Seaport to the visitor industry expressed in terms of jobs, earnings and revenue. Such impacts will be further categorized by visitor industry sectors including hotels, restaurants, entertainment, retail and ground transportation. Additionally, it will estimate the number of cruise passengers arriving at the Miami International Airport versus Fort Lauderdale/Hollywood Airport.

The implementation and findings of this study will be designed to facilitate an update by the consultant for fiscal years 2012 and 2013 and 2014. The update should reflect changes associated with capital construction and expansion projects at the Seaport as well as passenger and cargo traffic patterns.

If there are any questions, please call me at (305) 876-7221 or C. Corrales at (305) 876-7991.

**Attachments**

MLC/cc

cc: L. Johnson, SPEED  
V. Walters, SPEED  
V. Clark, SPEED  
C. Mangos, MDAD  
M. Clark-Vincent, MDAD  
AM. Saks, MDAD  
C. Corrales, MDAD  
Project File

## Walters, Vivian (SPEE)

---

**From:** Isabel Gonzalez [isabelgj@peg.us.com]  
**Sent:** Wednesday, March 21, 2012 4:05 PM  
**To:** Walters, Vivian (SPEE)  
**Subject:** RE: Economic Impact Study

Vivian – I was out all day today and did not get your voice mail until a few minutes ago, so we were not able to reply by the 2:00 deadline. Something that complicates things for us these days is that while we have done some economic impact work over the years, whether or not we would join a prime for this project would depend on the prime consultant. We have had problems with subcontracting quite a few times – always after the contract award. Actually, I bet lots of small firms have experienced this. So now we sort of prequalify any potential prime consultant and work out the subcontract terms before we even decide to pursue work with one. The reason for explaining all this is that while we could certainly do a large piece of economic impact work, especially for the airport or seaport, we might not be able to come to terms or we might not appreciate the attitude of a potential prime consultant, so might not elect to pursue it. Isabel

Isabel G. Jettinghoff  
Planning and Economics Group  
305-858-8708

---

**From:** Walters, Vivian (SPEE) [mailto:WalterV@miamidade.gov]  
**Sent:** Wednesday, March 21, 2012 10:22 AM  
**To:** Walters, Vivian (SPEE); [lisidore@hotmail.com](mailto:lisidore@hotmail.com); [jam@mesaconsultinggroup.com](mailto:jam@mesaconsultinggroup.com); Isabel Gonzalez; Kathy Gonot; [mlasaga@stratinfo.com](mailto:mlasaga@stratinfo.com); [aliciadiaz@prodigy.net](mailto:aliciadiaz@prodigy.net)  
**Cc:** Johnson, Laurie (SPEE)  
**Subject:** RE: Economic Impact Study

Good Morning!

This is a **courtesy reminder** to all, that the responses are due today. Please note, if you do not have the “**five (5) year minimum experience**” as stipulated by the project and scope, still respond indicating whether you would be interested in participating on the project once it’s advertised.

Whereas I might not be able to set this project aside for SBE firms, a **15-20% SBE goal** can still be placed on it; but, this is contingent on your responses. Please not, the minimum experience is tied to the proposer (prime); as a result sub-consultants can participate without having to meet the requirements.

Regards,

**Vivian O. Walters, Jr.**  
Contract Development Specialist II  
Sustainability, Planning & Economic Enhancement Dept. (SPEED)  
Small Business Development Division  
111 NW 1st Street #19 Floor  
Miami, FL 33128  
[walterv@miamidade.gov](mailto:walterv@miamidade.gov)

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---

**From:** Walters, Vivian (SPEE)

**Sent:** Monday, March 19, 2012 12:55 PM

**To:** 'lisidore@hotmail.com'; 'jam@mesaconsultinggroup.com'; 'isabelgj@peg.us.com'; 'Kathy Gonot'; 'mlasaga@stratinfo.com'; 'aliciadiaz@prodigy.net'

**Cc:** Johnson, Laurie (SPEE)

**Subject:** Economic Impact Study

Find attached the "**Scopes of Work**" and "**Requirements**" for an upcoming contract; please review to determine if you would be able to satisfy the requirements.

Also attached is a "**Verification of Availability**", to determine an appropriate SBE measure.

Please pay "CLOSE" attention to the various sections and the "**SPECIAL**" requirements for each and confirm your **ability** and **availability** to satisfy "**ALL**" sections/scopes.

Are you able to satisfy the requirements of the attached documents? YES ☐ NO ☐

Any questions, feel free to contact me at the number below.

Regards,

**Vivian O. Walters, Jr.**

Contract Development Specialist II

Sustainability, Planning & Economic Enhancement Dept. (SPEED)

Small Business Development Division

111 NW 1st Street #19 Floor

Miami, FL 33128

[walterv@miamidade.gov](mailto:walterv@miamidade.gov)

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## Walters, Vivian (SPEE)

---

**From:** Walters, Vivian (SPEE)  
**Sent:** Tuesday, March 20, 2012 2:21 PM  
**To:** 'Isabel Gonzalez'  
**Cc:** Johnson, Laurie (SPEE)  
**Subject:** RE: Economic Impact Study

Isabel,

SBD is attempting to make this a **SBE Set-Aside**; as such, yes the “**Proposer**” is required to have the five (5) years experience as stipulated by the project scope. However, be mindful that if a “Set-aside” cannot be realized, our intent is to place a “**sub-consultant**” **goal** on said project, which will open up opportunities for SBEs without them having to meet the five (5) year minimum requirements.

Regards,

**Vivian O. Walters, Jr.**

Contract Development Specialist II  
Sustainability, Planning & Economic Enhancement Dept. (SPEED)  
Small Business Development Division  
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Miami, FL 33128  
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---

**From:** Isabel Gonzalez [<mailto:isabelgj@peg.us.com>]  
**Sent:** Tuesday, March 20, 2012 1:27 PM  
**To:** Walters, Vivian (SPEE)  
**Subject:** RE: Economic Impact Study

Vivian:

Thanks for sending us the information on the economic impact studies project. We have done a lot of that kind of work over the years, and have worked at the airport and the seaport quite a bit. But we cannot demonstrate five years of this specific type of work because we do a variety of economic, financial, and planning work, including economic impact studies.

Isabel Jettinghoff  
Planning and Economics Group

---

**From:** Walters, Vivian (SPEE) [mailto:WalterV@miamidade.gov]

**Sent:** Monday, March 19, 2012 12:55 PM

**To:** lisidore@hotmail.com; jam@mesaconsultinggroup.com; Isabel Gonzalez; Kathy Gonot; mlasaga@stratinfo.com; aliciadiaz@prodigy.net

**Cc:** Johnson, Laurie (SPEE)

**Subject:** Economic Impact Study

Find attached the **"Scopes of Work"** and **"Requirements"** for an upcoming contract; please review to determine if you would be able to satisfy the requirements.

Also attached is a **"Verification of Availability"**, to determine an appropriate SBE measure.

Please pay **"CLOSE"** attention to the various sections and the **"SPECIAL"** requirements for each and confirm your **ability** and **availability** to satisfy **"ALL"** sections/scopes.

Are you able to satisfy the requirements of the attached documents?      YES \_\_\_\_\_ NO \_\_\_\_\_

Any questions, feel free to contact me at the number below.

Regards,

**Vivian O. Walters, Jr.**

Contract Development Specialist II

Sustainability, Planning & Economic Enhancement Dept. (SPEED)

Small Business Development Division

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Miami, FL 33128

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## Walters, Vivian (SPEE)

---

**From:** L. Isidore [lisidore@hotmail.com]  
**Sent:** Wednesday, March 21, 2012 11:04 AM  
**To:** Walters, Vivian (SPEE)  
**Subject:** RE: Economic Impact Study  
**Attachments:** RFQ No MDAD-12-01 (Integrated Project Systems) 2.pdf; RFQ No MDAD-12-01 (Integrated Project Systems).pdf

Vivian,

Attached is the requested response to the scope of work and requirements for the contract related to RFQ No. MDAD-12-01. I have included two copies of the response. One lists a prior related project and two publication related to Economic Analysis and Studies that were previously completed and the other does not. I would need more time to compile information on past relevant projects completed.

Use the one that you feel is most suitable and if you have any questions, please feel free to give me a call.

*Thanks,*

**Leroy Isidore**  
**Integrated Project Systems**  
**1008 Jefferson Ave., #201**  
**Miami Beach, FL 33139**  
**Cell: 305-766-2455**

---

**From:** Walters, Vivian (SPEE) [<mailto:WalterV@miamidade.gov>]  
**Sent:** Monday, March 19, 2012 12:55 PM  
**To:** [lisidore@hotmail.com](mailto:lisidore@hotmail.com); [jam@mesaconsultinggroup.com](mailto:jam@mesaconsultinggroup.com); [isabelgj@peg.us.com](mailto:isabelgj@peg.us.com); Kathy Gonot; [mlasaga@stratinfo.com](mailto:mlasaga@stratinfo.com); [aliciadiaz@prodigy.net](mailto:aliciadiaz@prodigy.net)  
**Cc:** Johnson, Laurie (SPEE)  
**Subject:** Economic Impact Study

Find attached the “**Scopes of Work**” and “**Requirements**” for an upcoming contract; please review to determine if you would be able to satisfy the requirements.

Also attached is a “**Verification of Availability**”, to determine an appropriate SBE measure.



Please pay “CLOSE” attention to the various sections and the “**SPECIAL**” requirements for each and confirm your **ability** and **availability** to satisfy “**ALL**” sections/scopes.

Are you able to satisfy the requirements of the attached documents? YES \_\_\_\_\_ NO \_\_\_\_\_

Any questions, feel free to contact me at the number below.

Regards,

**Vivian O. Walters, Jr.**  
Contract Development Specialist II  
Sustainability, Planning & Economic Enhancement Dept. (SPEED)  
Small Business Development Division  
111 NW 1st Street #19 Floor  
Miami, FL 33128  
[walterv@miamidade.gov](mailto:walterv@miamidade.gov)

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**VERIFICATION OF AVAILABILITY**

SMALL BUSINESS DEVELOPMENT  
SMALL BUSINESS ENTERPRISE PROGRAM  
111 N.W. 1<sup>ST</sup> STREET, 19<sup>TH</sup> FLOOR  
MIAMI, FLORIDA 33128

PROGRAM COORDINATOR: MR. VIVIAN WALTERS, JR.

I am herewith submitting this letter of verification of availability and capability to propose at such time as this project is advertised. (NOTE: Please provide all the information requested; incomplete and/or incorrect verifications are not acceptable or usable.)

CONTRACT TITLE AND NUMBER:    Economic Impact Studies

RFQ NO. MDAD-12-01

CONTRACT ESTIMATED AMOUNT:    \$163,000.00

<u>Integrated Project Systems, LLC</u>		Certification Expires: <u>3/31/2012</u>
NAME OF SMALL BUSINESS ENTERPRISE		DATE
<u>1008 Jefferson Ave., Suite 201</u>	<u>Miami Beach</u>	<u>33139</u>
ADDRESS	CITY	ZIP CODE

Telephone: 305-766-2455                      Bonding Capacity: N/A

Leroy Isidore, President

---

PRINT NAME AND TITLE

	<u>3/21/2012</u>
SIGNATURE OF COMPANY REPRESENTATIVE	DATE



### **DESCRIPTION OF PROJECT**

**Project Title:** Economic Impact Studies

**Project Number:** RFQ NO. MDAD-12-01

**Department:** Seaport & MDAD

**Estimated Cost:** \$163,000.00

### **Commodity Code:**

96129 – Economic Impact Study

### **Overall Project Description**

SEE ATTACHED MEMO (With requirements)

**Do you have prior experience satisfying the requirements of the MLA Component?**

Yes X No       

While I have not performed this work for airport projects, I have over 10 years of experience doing Economic Impact Studies and Analysis

**Do you have prior experience satisfying the requirements of the Seaport Component?**

Yes X No       

While I have not performed this work for seaport projects, I have over 10 years of experience doing Economic Impact Studies and Analysis

***SBE firms are required to provide the project names, dollar values, and contact names of the projects worked on (satisfying the above stated requirements).***

**\*This information is REQUIRED along with the signed Verification Form**

## Walters, Vivian (SPEE)

---

**From:** tony mesa [jmesajr@bellsouth.net]  
**Sent:** Wednesday, March 21, 2012 11:44 AM  
**To:** Walters, Vivian (SPEE)  
**Cc:** Johnson, Laurie (SPEE)  
**Subject:** RE: Economic Impact Study

**Importance:** High

Dear Ms. Walters,

Yes, I am interested in this contract. I will be visiting with someone there on another matter and will stop by to chat if you are available.

Thank you for including me.

Best wishes,

**José A. (Tony) Mesa Jr.**

*President and CEO*

**Mesa Consulting Group LLC**

131 Madeira Avenue - Penthouse

Coral Gables, FL 33134-4515

Tel 305-446-3446 Fax 305-444-6192

Cell 786 564 0925

[jam@mesaconsultinggroup.com](mailto:jam@mesaconsultinggroup.com)

[recruiting@mesaconsulting.net](mailto:recruiting@mesaconsulting.net)

[www.mesaconsultinggroup.com](http://www.mesaconsultinggroup.com)



BEFORE PRINTING THIS E-MAIL

*please consider the environment*

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**From:** Walters, Vivian (SPEE) [<mailto:WalterV@miamidade.gov>]

**Sent:** Monday, March 19, 2012 12:55 PM

**To:** [lisidore@hotmail.com](mailto:lisidore@hotmail.com); [jam@mesaconsultinggroup.com](mailto:jam@mesaconsultinggroup.com); [isabelgj@peg.us.com](mailto:isabelgj@peg.us.com); Kathy Gonot; [mlasaga@stratinfo.com](mailto:mlasaga@stratinfo.com); [aliciadiaz@prodigy.net](mailto:aliciadiaz@prodigy.net)

**Cc:** Johnson, Laurie (SPEE)

**Subject:** Economic Impact Study

Find attached the “**Scopes of Work**” and “**Requirements**” for an upcoming contract; please review to determine if you would be able to satisfy the requirements.

Also attached is a “**Verification of Availability**”, to determine an appropriate SBE measure.

Please pay “CLOSE” attention to the various sections and the “**SPECIAL**” requirements for each and confirm your **ability** and **availability** to satisfy “**ALL**” sections/scopes.

Are you able to satisfy the requirements of the attached documents? YES \_\_\_\_\_ NO \_\_\_\_\_

Any questions, feel free to contact me at the number below.

Regards,

**Vivian O. Walters, Jr.**

Contract Development Specialist II  
Sustainability, Planning & Economic Enhancement Dept. (SPEED)  
Small Business Development Division  
111 NW 1st Street #19 Floor  
Miami, FL 33128  
[walterv@miamidade.gov](mailto:walterv@miamidade.gov)

☎ Office (305) 375-3138 | 📠 Fax (305) 375-3160

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"For the New Project Review & Analysis Process"



click on our new website

<http://www.miamidade.gov/sba/about-project-review-and-analysis.asp>

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## Walters, Vivian (SPEE)

---

**From:** Kathy Gonot [kathy@pmgaecon.com]  
**Sent:** Wednesday, March 21, 2012 11:03 AM  
**To:** Walters, Vivian (SPEE)  
**Subject:** RE: Economic Impact Study

*Have faxed you the requested information*

*Kathy*

**Kathleen R. Gonot**  
**President**  
**PMG Associates, Inc.**  
**(954) 427-5010 Deerfield Beach, Florida Office**  
**(786) 258-1697 Miami-Dade County, Florida Office**  
**(828) 891-5121 North Carolina Office**  
**FAX (954) 480-8836 Florida Offices**  
**FAX (828) 891-8904 North Carolina Offices**

---

**From:** Walters, Vivian (SPEE) [mailto:WalterV@miamidade.gov]  
**Sent:** Wed 3/21/2012 10:21 AM  
**To:** Walters, Vivian (SPEE); lisidore@hotmail.com; jam@mesaconsultinggroup.com; isabelgj@peg.us.com; Kathy Gonot; mlasaga@stratinfo.com; aliciadiaz@prodigy.net  
**Cc:** Johnson, Laurie (SPEE)  
**Subject:** RE: Economic Impact Study

Good Morning!

This is a **courtesy reminder** to all, that the responses are due today. Please note, if you do not have the **"five (5) year minimum experience"** as stipulated by the project and scope, still respond indicating whether you would be interested in participating on the project once it's advertised.

Whereas I might not be able to set this project aside for SBE firms, a **15-20% SBE goal** can still be placed on it; but, this is contingent on your responses. Please note, the minimum experience is tied to the proposer (prime); as a result sub-consultants can participate without having to meet the requirements.

Regards,

**Vivian O. Walters, Jr.**  
Contract Development Specialist II  
Sustainability, Planning & Economic Enhancement Dept. (SPEED)  
Small Business Development Division  
111 NW 1st Street #19 Floor  
Miami, FL 33128  
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**From:** Walters, Vivian (SPEE)

**Sent:** Monday, March 19, 2012 12:55 PM

**To:** 'lisidore@hotmail.com'; 'jam@mesaconsultinggroup.com'; 'isabelgj@peg.us.com'; 'Kathy Gonot'; 'mlasaga@stratinfo.com'; 'aliciadiaz@prodigy.net'

**Cc:** Johnson, Laurie (SPEE)

**Subject:** Economic Impact Study

Find attached the "**Scopes of Work**" and "**Requirements**" for an upcoming contract; please review to determine if you would be able to satisfy the requirements.

Also attached is a "**Verification of Availability**", to determine an appropriate SBE measure.

Please pay "CLOSE" attention to the various sections and the "**SPECIAL**" requirements for each and confirm your **ability** and **availability** to satisfy "**ALL**" sections/scopes.

Are you able to satisfy the requirements of the attached documents? YES ☐ NO ☐

Any questions, feel free to contact me at the number below.

Regards,

**Vivian O. Walters, Jr.**

Contract Development Specialist II

Sustainability, Planning & Economic Enhancement Dept. (SPEED)

Small Business Development Division

111 NW 1st Street #19 Floor

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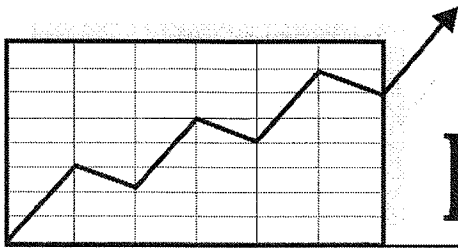


click on our new website

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# PMG Associates, Inc.

Economic, Marketing and Management Consultants

Deerfield Beach, FL

Miami, FL

Hendersonville, NC

March 21, 2012

Vivian O. Walter, Jr.  
Contract Development Specialist 2  
Business and Professional Development Division  
Miami Dade County  
Fax (305) 375-3160

RE: Project No. RFQ No. MDAD 12-01; Economic Impact Studies

Please find the following pages regarding this Verification of Availability. I have included our firm's experience in airport, seaport and other related studies. I need to mention that the specific airport and seaport experience was completed as a subcontract to a prime contractor.

Should you need any further clarification, please do not hesitate to contact me. I thank you for your consideration.

Very truly yours,  
PMG Associates, Inc.

*Kathleen R. Gonot*

Kathleen R. Gonot  
President

**DESCRIPTION OF PROJECT**

**Project Title:** Economic Impact Studies

**Project Number:** RFQ NO. MDAD-12-01

**Department:** Seaport & MDAD

**Estimated Cost:** \$163,000.00

**Commodity Code:**

96129 – Economic Impact Study

**Overall Project Description**

SEE ATTACHED MEMO (With requirements)

**Do you have prior experience satisfying the requirements of the MLA Component?**

Yes ☒ No ☐

**Do you have prior experience satisfying the requirements of the Seaport Component?**

Yes ☒ No ☐

*SBE firms are required to provide the project names, dollar values, and contact names of the projects worked on (satisfying the above stated requirements).*

**\*This information is REQUIRED along with the signed Verification Form**

**VERIFICATION OF AVAILABILITY**

SMALL BUSINESS DEVELOPMENT  
SMALL BUSINESS ENTERPRISE PROGRAM  
111 N.W. 1<sup>ST</sup> STREET, 19<sup>TH</sup> FLOOR  
MIAMI, FLORIDA 33128

PROGRAM COORDINATOR: MR. VIVIAN WALTERS, JR.

I am herewith submitting this letter of verification of availability and capability to propose at such time as this project is advertised. (NOTE: Please provide all the information requested; incomplete and/or incorrect verifications are not acceptable or usable.)

CONTRACT TITLE AND NUMBER: Economic Impact Studies

RFQ NO. MDAD-12-01

CONTRACT ESTIMATED AMOUNT: \$163,000.00

PMG ASSOCIATES, INC  
NAME OF SMALL BUSINESS ENTERPRISE

Certification Expires: 7/31/2012  
DATE

1031 IVES DAIRY RD Miami, FL  
ADDRESS CITY ZIP CODE

186  
Telephone: 258 1697

Bonding Capacity: N/A

KATHLEEN R. GONOT PRESIDENT  
PRINT NAME AND TITLE

[Signature]  
SIGNATURE OF COMPANY REPRESENTATIVE

3/20/2012  
DATE



**PMG ASSOCIATES, INC. AIRPORT AND SEAPORT EXPERIENCE**  
**AS OF MARCH 2012**

**Airport Economic Impact Experience:**

**PROJECT: Economic Impact Studies - Fort Lauderdale-Hollywood International Airport**

DESCRIPTION: Completed the determination of the economic impact of the international airport focusing on both passenger and cargo operations. The analysis included use of the RIIMS II Model to estimate the secondary impacts of the activities. The analysis measured the impact by industry segment and calculated employment, salaries and total throughput. Projections for the future impact were also made based on expected growth in airport operations. One of the crucial elements of the analysis was the determination of the impact of tourism activity using the airport for access to the community. Also included in the studies was the evaluation of the impact of Perry (General Aviation) Airport. Studies were completed in 2008, 2002, 1998, 1994 and 1992.

**PROJECT: Economic Impact Study- Manchester Airport, New Hampshire**

DESCRIPTION: The economic impact of this regional airport was studied to determine the influence on the surrounding three state areas. The RIIMS Model was used to estimate the secondary impacts of the airport activities. Both passenger and cargo operations were focused on, and the analysis included industry segmentation and calculated employment, salaries, and total throughput.

**PROJECT: Economic Impact Study - Norfolk Airport, Norfolk Virginia**

DESCRIPTION: This study measured the economic impacts of the airport on the immediate surrounding area, region and state. The analysis included the use of the US Department of Commerce-RIMS II Model to estimate the secondary impacts of these activities.

**PROJECT: Air Cargo Planning Study - Miami International Airport**

This study detailed the amount of cargo being shipped and an approximation of how much would be lost if road and other infrastructure improvements are not made. Involvement with freight forwarders, shippers and airport personnel was a priority. Estimates of potential loss of revenues were calculated.

**PROJECT: Airport Development Plan Definition 2005 – General Aviation Activity Analysis, Fort Lauderdale/Hollywood International Airport**

DESCRIPTION: This engagement will consist of the assessment of the existing levels of GA activity at GA airports (7) in the three counties of South Florida. Profiles will include facility overviews, current activity levels, breakdown of operations, available airside and landside capacity, restrictions on operations and other items.

### **Airport and Seaport Experience:**

#### **PROJECT: Economic Impact Study - Massport, Boston, Massachusetts**

DESCRIPTION: The economic impact of this large regional airport, its development properties, general aviation facilities, and the Tobin Bridge was studied to determine the overall economic influence on the immediate Boston area and the surrounding state areas. Those states include; Rhode Island, New Hampshire and other New England states. Specific residential employee breakdowns were distributed to a three-state county level, to distribute income and taxes. The RIIMS Model was used to estimate the secondary impacts of the airport activities. Both passenger and cargo operations were focused on, and the analysis includes industry segmentation and calculated employment, salaries, and total throughput. The facilities studied were: Logan International Airport, Hanscom Field, the Tobin Bridge, the numerous development properties that Massport owns and operates, and the Port of Boston (Massport and private seaport terminals). The result was a report that outlined the current revenues, employment and taxes generated by all the facilities and their dependent businesses and the projected future growth of this economic engine and its impact on the region.

### **Other Experience (airport planning, tourism:**

#### **PROJECT: Airport Planning Consultants Marketing Studies/Passenger Surveys, Tampa International Airport**

Conducted person to person departing passenger survey to measure attitudes of departing passengers regarding services. This project was conducted over a week long period of time during the height of tourist season. Responsibilities included determination of overall sample size and also individual market segments, survey design and validation, staff training, input of data, cross tabulations and final report.

#### **PROJECT: Departing Passenger Surveys/Movement and Motion Studies-Lambert Field/St. Louis-Missouri**

DESCRIPTION: Conducted six operation studies to determine the ability of the facility to meet the needs of the public. These included the evaluation of the movement of customers through the facility. Measurements were taken at ticketing, the parking garage, curbside service, baggage and transportation vendors within the airport. Conducted a departing passenger survey at this major airport to determine the attitudes and perceptions of the public.

#### **PROJECT: Airport Planning Consultants-South Florida (Marketing Studies/Passenger Surveys)**

DESCRIPTION: Since 1988, has been part of the General Planning consultant team. Completed the largest airport passenger survey in South Florida. As part of an interlocal agreement, departing passenger surveys were conducted at Fort Lauderdale International, Miami International and Palm Beach international airports during a two week time frame. Over 7,000 surveys were completed providing the most detailed data collection regarding spending habits, lodging, transportation and perceptions of the traveling public.

**PROJECT: Management Plan and Policy for Land Development Leases, Fort Lauderdale-Hollywood International Airport**

DESCRIPTION: Assisted with: collecting and assessing Land Use Management Plans and Policies for on-airport properties, documenting absorption rates for parcels at airports, aeronautical and non-aeronautical operations, for three fiscal years based on; type of land use/zoning, parcel type, availability of airfield/apron access, access to transportation corridors and lease terms, duration and cost. All airports were in the three county area of South Florida.

**PROJECT: Airport Master Plan-Economic Impact Analysis, Golden Triangle Regional Airport, Columbus, Mississippi**

DESCRIPTION: Completed fiscal analysis of the airport to determine the ability to finance the planned improvements of the airport due to the Master Plan. Revenues from existing lease arrangements and other funding sources were examined to estimate the total revenue stream and the ability to meet the capital improvements that were program.

**PROJECT: Airport Master Plan-Economic Impact Analysis, Boca Raton Aviation Authority, Boca Raton Florida**

DESCRIPTION: Prepared a comprehensive cash flow analysis and fiscal plan to complete planned improvements to the facility. Current and proposed revenue sources were examined to determine the total funds available and the timing of the receipt of these funds.

**PROJECT: Impact of Florida Beach Renourishment with Bahamian Aragonite on Bahamian Tourism, Broward County, Florida**

DESCRIPTION: The basic concept for this analysis was to determine the effect of the beach renourishment program on tourism for locations in Florida and how this potential increase in tourism will impact the Bahamas. Included in this study were: the identification of the tourist level in Broward County and in South Florida and determine the impact the beaches have on this tourism, determining the potential increase in tourism based on the improvement of the beaches, estimating the annual spending for the tourists attracted primarily by the beaches and estimates of the economic impact of the potential loss in tourism to the Bahamas.

**PROJECT: Economic Impact of Tourism – Brevard County, Florida**

DESCRIPTION: This county-wide study measured the impact of tourism and the leisure industry on Brevard County. The measurement consisted of identifying the major subsets of the industry, and measuring their economic impact on the local economy. Regional multipliers were also developed that permitted the measurement of the indirect impact of the activity as well as the direct impacts.

**PROJECT: Economic Impact Study of Tourism on Cocoa Beach - City of Cocoa Beach**

DESCRIPTION: - This yearlong study evaluated the costs to serve the annual tourist population through interviews at hotels/time shares/seasonal properties and at events and "Visitor attractors" in the City. Evaluation and review of departmental expenditures was also examined to determine the impact of tourists on police, fire, parks, administration, public works, sanitation, etc.

## VERIFICATION OF AVAILABILITY

SMALL BUSINESS DEVELOPMENT  
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MIAMI, FLORIDA 33128

PROGRAM COORDINATOR: MR. VIVIAN WALTERS, JR.

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CONTRACT TITLE AND NUMBER: Economic Impact Studies

RFQ NO. MDAD-12-01

CONTRACT ESTIMATED AMOUNT: \$163,000.00

Integrated Project Systems, LLC  
NAME OF SMALL BUSINESS ENTERPRISE  
Certification Expires: 3/31/2012  
DATE

1008 Jefferson Ave., Suite 201	Miami Beach	33139
ADDRESS	CITY	ZIP CODE

Telephone: 305-766-2455  
Bonding Capacity: N/A

Leroy Isidore, President  
PRINT NAME AND TITLE

	3/21/2012
SIGNATURE OF COMPANY REPRESENTATIVE	DATE

### **DESCRIPTION OF PROJECT**

**Project Title:** Economic Impact Studies

**Project Number:** RFQ NO. MDAD-12-01

**Department:** Seaport & MDAD

**Estimated Cost:** \$163,000.00

### **Commodity Code:**

96129 – Economic Impact Study

### **Overall Project Description**

SEE ATTACHED MEMO (With requirements)

**Do you have prior experience satisfying the requirements of the MLA Component?**

Yes X No       

While I have not performed this work for airport projects, I have over 10 years of experience doing Economic Impact Studies and Analysis

**Do you have prior experience satisfying the requirements of the Seaport Component?**

Yes X No       

While I have not performed this work for seaport projects, I have over 10 years of experience doing Economic Impact Studies and Analysis

***SBE firms are required to provide the project names, dollar values, and contact names of the projects worked on (satisfying the above stated requirements).***

**\*This information is REQUIRED along with the signed Verification Form**

Prior Projects: Texas Department of Criminal Justice (\$100,000)

### **Relevant Publications:**

- Leroy J. Isidore and Adetokunbo A. Oyetunji (2000). "Probabilistic Selection of Project Alternatives." 44th Annual Meeting of AACE International and the 16th ICEC Congress, AACEI.
- W. Edward Back, Donald A. Maxwell and Leroy J. Isidore (1999). "Activity Based Costing as a Tool for Process Improvement." Journal of Management in Engineering, ASCE.